

Seeses Wall Paper & Paint Store 305 MARKET ST.

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CLEARFIELD, PA.

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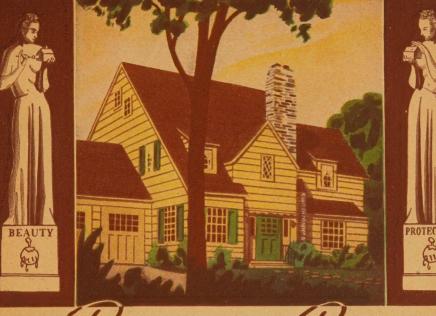
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\*Special Reduced Prices until July 15th, 1936
Prices subject to change without notice

# Paint Now-Pay Later

There is no need for delaying the needed painting or redecorating in your home. This can be done NOW and you can pay for it in convenient monthly payments over a twelve or eighteen-month period. No down payment required. Our plan includes material and labor. You may have the work done by the painter who has been handling your work previously or we can recommend good craftsmen to you.

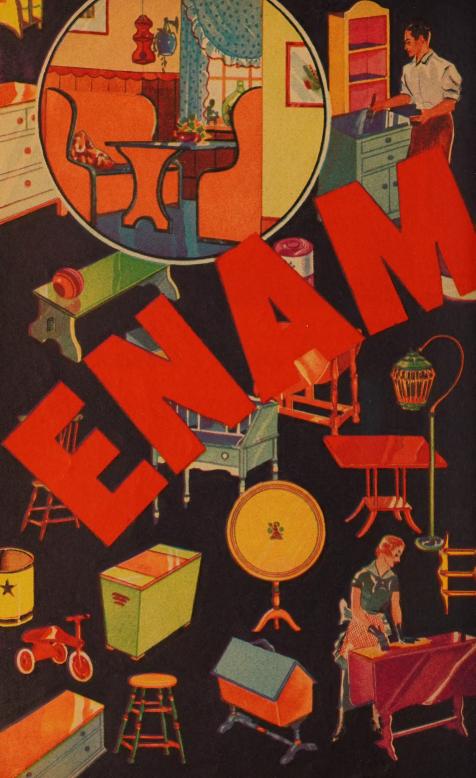
The cost of the Budget Payment Plan is low—regular F.H.A. rates. With this liberal plan available there is no need to deny your family the satisfaction and pride of living in a well painted and decorated home. Don't forget that a good paint job not only enhances the value of the property but protects it against decay and rapid depreciation. Come in and let us explain the details of this plan to you.



# Seauty and Trotection by SHERWIN-WILLIAMS

Few things can bring you the pleasure that comes from the use of a can of paint. Think what you can do with such simple tools as a brush and a can of colorful Sherwin Williams Paint—for furniture, for kitchens or for the outside of your home! You can make your daily tasks so much lighter—by making your surroundings brighter and happier.

Surely the modern colorful kitchen and bathroom are contributions to easier living. And just as surely the living room—the bedroom—the recreation room become more enjoyable, charming spots when you bestow upon them the warmth and gayety of Sherwin-Williams Colors. "All you need to know about paint" is the Sherwin-Williams label and the Sherwin-Williams name. In our store we are ready to serve your painting needs at all times.





SHERWIN-WILLIAMS

# ELO II

# The Long-Wearing Enamel for Woodwork, Furniture, Walls

- Solid Covering
   Quick Drying
  - Washable

Easy to Apply
 No Brush Marks
 Porcelain-like Gloss

The decorative enamel anyone can use. With Enameloid you can work the magic of color on furniture, woodwork, walls, toys, etc. Leaves no brush marks—flows on easily. Dries in four hours. A wide range of rich shades and pastel tints to choose from. You'll find painting loads of fun this easy way.

16 Permanent Colors, also Black, White, Gold \* and Silver \*

\*Gold and Silver slightly higher in price

1/4 Pint . . . . 290 Quarts . . . . \$1.39
1/2 Pint . . . . 490 1/2 Gallon . . . 2.65

Pint . . . . . . 79¢ Gallon . . . 4.90





# New Tife for LINOLEUM

Special

QUART

\$**1**19

WITH COUPON SEE PAGE 23

# S-W Clearolin THE CRYSTAL-CLEAR FINISH FOR LINOLEUM

- Easy to apply
- Dries in less than one hour
- Will not discolor the design
- Easy to keep clean

Add years to the life of your linoleum by applying S-W Clearolin Linoleum finish to the surface periodically. Linoleum coated with this finish can easily be kept clean by occasional wiping with a damp cloth. S-W Clearolin will not yellow the surface, but instead will brighten the pattern of the linoleum and make it look like new again. This finish is easily applied and dries hard enough to walk on within an hour. Highly waterresistant, tough and durable. One quart will coat approximately 100 square feet of linoleum.

Also sold in Pint Cans . . . 75¢ And One Gallon Cans . . \$5.00

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# Pure Linseed Gil SOAP SHERWIN-WILLIAMS

## FLAXOAP



Special Offer 5-Lb. Pail

99

2-Lb. Can 47¢

- Does not chap the hands
- Leaves finishes sparkling Cleans perfectly

Painted, varnished, enameled or lacquered finishes clean better with S-W Flaxoap. It is made of pure linseed oil—no animal fat-no adulterant of any kind. Flaxoap is mild. There is no free caustic to chap the hands or to harm the finish. Surfaces gleam when washed with Flaxoap-not because any oil is left—but because the surface rinses cleanno scum remains to catch the dust. Flaxoap comes in soft jelly paste. A small lump is dissolved into a pail of warm water. This solution cleans quickly, safely and without effort.

Flaxoap is also an economical cleanser for windows, glassware, dishes, glazed tile, rugs, bric-a-brac, etc.

# VARNISH STAIN SHERWIN-WILLIAMS FLO-LAC



- Stains and varnishes in one operation
- For floors, woodwork, furniture
- Quick drying—Water resistant

Comes in six popular colors to match stained and varnished wood. Worn and faded finishes easily restored with good color and fine, full varnish finish. Rich gloss—long wearing. Make new floor and stair finishes in old homes with S-W Flo-Lac system. Tough and wear-resisting.

1/4 Pint								- 29¢
1/2 Pint		٠				•		- 49¢
Pint .		٠	•	•	•	•	•	. 79¢
Quart								
Gallon	•	•		•				4.50

Beautiful Wall Effects



# Soft and Restful

## WHEN PAINTED WITH

SHERWIN-WILLIAMS

# FLAT WALL PAINT

- Beautiful pastel shades
  - Soft, velvety sheen
    - Fast-to-light colors
      - Many pleasing effects

S-W Flat-Tone is a wall paint of velvety texture for use where artistically-finished walls are desired. It forms a background that makes room furnishings more beautiful. Can be easily restored to its original freshness by washing with soap and water when soiled.

79c
QUART

Half Gallon . . . \$1.43

Gallon . . . . . 2.67

Lovely to look at-yet practical to use

# 9 m

WON'T RUB OFF!

# -W POLISH-OL FURNITURE

POLISH 25¢ Bottle

- Polishes Easily
  - Quickly restores lustre
    - Leaves no oily film

Who should know better than the world's largest varnish manufacturer what kind of polish will produce the best results on varnished furniture, pianos and woodwork? You owe it to yourself to become acquainted with this wonderfully efficient furniture polish if you are not already one of its thousands of enthusiastic boosters. Here is a chance to get acquainted with this exceptional polish at a very low price. Sherwin-Williams Polish-Ol dries quickly and polishes easily to a fingerprint-resisting finish. Use special offer couponlimit of one bottle to a customer.

for

with Coupon, see Page 23

Pint Bottle Regularly 50¢

SPECIAL 3

With Coupon, see Page 23



Use Money Saving Coupon on

#### For Most Satisfactory Results Use Sherwin-Williams Brushes

Pure Chinese Bristle. Vulcanized in



#### GENERAL PURPOSE BRUSH

S-W Paint Headquarters Brush

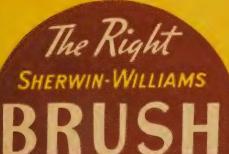
Paint brush for small jobs of outside paint or inside wall

3½ in. size				75c
4 in. size				



Will make a 2-COAT JOB of house paint easy to apply.

No. 80-31/9 in. size. 99° No. 30-31/6 in. size. \$1.17





#### VARNISH and ENAMEL BRUSH

For finishing larger pieces of furniture, woodwork, etc.

No. 227—21/2 in. size . . . 49c No. 227—3 in. size . . . .



#### VARNISH and ENAMEL BRUSH

For small pieces of furniture.

No. 231-11/2 in. size . . . 19c No. 231—2 in. size . . . . 25¢

#### VARNISH and ENAMEL BRUSH

For trimming and lining on furniture and woodwork.

No. 255-1 in. or 1/2 in. size 10c

Clean Brushes insure a

# necia Self polishing

and a lambs wool applicato



#### No Rubbing or Polishing

Dries in 15 Minutes

To wax your floors you simply spread on a coating of S-W Flo-Wax with the lamb's wool applicator. Leave it for 15 or 20 minutes and you'll find that the wax has dried to a glossy sheen that requires no additional rubbing or polishing. For linoleum, composi-tion or wood floors. Pint size enough for two or more applications to floor of average kitchen.

#### SPECIAL

1/2 GALLON S-W FLOOR WAX

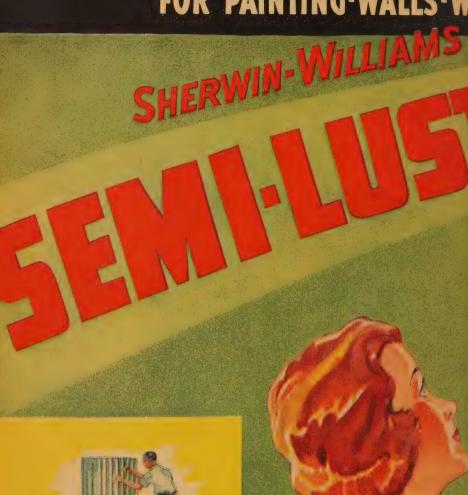
\$1.59 Value for

(Without Applicator)

With Coupon See Page 23



FOR PAINTING-WALLS-WO



#### INCREASE HEAT EFFICIENCY

Rooms are more attractive when radiators are painted to match the walls or woodwork—more efficient, too.

Metallic paints of Gold and Aluminum Bronze retard heat radiation. Radiators painted with S-W Semi-Lustre will increase radiation efficiency as high as 20 per cent over these metallic paints.

Like new again



Washes CLEAN Verv durable Dries to a hard finish Inexpensive to use Easy to apply 12 beautiful tints

Here's the modern finish for kitchens, bathrooms, stairways, recreation rooms, nurseries, etc.—a satin finish that furnishes both beauty and protection where the wear comes hardest

Semi-Lustre colors are in good style - the tough, tight film washes easily with soap and water to "hospital cleanness."

> Pint . . . . . . . . 63¢ Quart..., \$1.07 1/2 Gallon . . . . 1.89 Gallon . . . . . 3,40

Even these Stains Wash off. Ink too.

#### METAL POLISH

For brass, nickel, aluminum and other polished metal surfaces. S-W Bras-Brite not only cleans, imparts a high polish, but also retards tarnishing. Works easily, quickly and requires little rubbing.

½ Pint . . . . . . 40¢
Pint . . . . . . . . . . . . 65¢

#### PAINT AND VARNISH REMOVER

#### S-W Taxite

Efficient because it quickly softens paint and varnish so the coating can be removed easily. Economical because it saves time, labor and material. Works efficiently on upright surfaces—penetrates quickly.

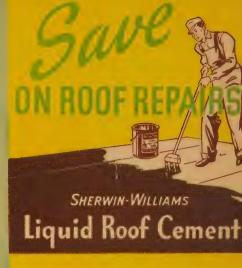
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#### KALSOMINE

S-W Decotint—the economy finish for your walls. Dries to a soft, velvety, water color effect on plaster walls or wallboard. Comes in dry powdered form which only requires mixing with ordinary hot or cold water. Easy to use.

#### 5 Pound Package

White		•	50¢
Colors			REC



A new seamless roof costs only the price of one coating of S-W Liquid Roof Cement. This heavybodied, long asbestos fibred material will thoroughly waterproof all types of roofs. Won't crack. Acid free.

BLACK—Gallon... **30c** 2½ Gallons.... \$1.88 5 Gallons.... 3.50

#### **Ebonol Roof Paint**

Heavy-bodied, Acid-Free, Elastic, Durable

A high-gloss, black paint for composition and metal roofs, gutters, fences, etc.

BLACK—Gallon . . 80c 5 Gallons . . . . . . \$3.50

#### **Elastic Roof Cement**

For Patching Roofs. Easy to Apply, Always Elastic

Heavy paste consistency, made with long asbestos fibre. Apply with a trowel to repair holes in gutters, flashings and chimneys.

BLACK—1 Pound . 150 5 Pounds . . . . . . 60

# Rejuvenate Your Auto Top

## AUTO TOP DRESSING

Dries quickly to a jet black, high-gloss elastic finish. It takes but a few minutes to give your car a full year's protection. Don't wait until weather "gets into" the fabric. Recommended also for tires and fabric tire covers.

One Pint 699

OHE PIRE . . . . .

43°

Cleans-Polishes-Waxes

### **OPEX AUTO POLISH**

Remove road film and restore the color and gloss of your car finish in one operation with S-W Opex Polish. This polish does not depend upon injurious acids or harsh abrasives for its action. It removes old, weathered scum that won't wash off with soap and water and builds up the finish with a protective coating of hard-drying wax. This finish does not finger mark and its hard, brilliant polish makes it easier to wipe dust off the surface. Equally effective on lacquer and enamel car finishes.

Easy to use—just wipe it on—let it dry and polish with a soft cloth.

Pint Handy Can 600

# of Beauty and Protection AT LESS THAN 1/2 PER SQUARE FOOT



in every gallon Sherwin WILLIAM SWP house paint

\*Based on one coat coverage.

- For more than 60 years SWP House Paint has been the standard for comparison all over the world. It produces a finish of surpassing beauty, smoothness and durability.
- Although the formula is printed on the label where anyone may copy it—and many claim that they do—SWP is more than a mere formula. With Sherwin-Williams each ingredient is a highly specialized product-made particularly for use in SWP-produced from the raw materials—lead and zinc ores from Sherwin-Williams mines -flaxseed from the northwest-reds, blues, yellows, greens-all of Sherwin-Williams own make.
- The knowledge and manufacturing skill gained by Sherwin-Williams paintmakers and the standards developed and improved over 60 years' time cannot be duplicated overnight. SWP House Paint-like a fine automobile or a fine watch-possesses many worthwhile advantages not found in ordinary paint. And this quality in SWP means greater value for your money, better protection for your home and more lasting satisfaction with your purchase.

For best results we recommend that a Master Painter be used.

« 16 »



### Costs Less to Use

## Advantages In Using SWP House Paint

#### (1) FINER APPEARANCE

The finest quality white lead used in SWP is fortified by adding S-W OZLO lead zinc pigment so that it has greater resistance to atmospheric discoloration. This is why SWP White stays whiter and SWP colors stay fresher and more attractive.

#### (2) GREATER DURABILITY

Sherwin-Williams paint scient ists take advantage of the desirable properties of S-W OZLO lead-zinc pigment to give S W P greater resistance to weather. This greater durability is evidenced by its finer appearance. S W P protects the house longer.

#### (3) SMOOTHNESS—WASHABILITY

It is desirable to have house paint chalk moderately in weathering. Excessive chalking and checking makes the paint rough so that it catches dirt. S W P retains its smoothness. Many people wash S W P houses with soap and water so that they look like new year after year.



# Beautify your Stucco or Brick House

SHERWIN-WILLIAMS

### STUCCO and CONCRETE PAINT

Seals the surface of stucco and brick houses. Keeps out rain and moisture. Keeps the house dry, inside as well as outside. Dry houses are more healthful to live in. Give your home the Beauty and Protection it needs. Avoid perishable "lime washes" which cost just as much to apply and which fail to give you either the lasting beauty or the protection provided by S-W Stucco and Concrete Paint. Stops moisture pene-

- tration
- Avoids costly repairs
- Lastingly beautiful finish

## FIRST IMPRESSIONS

are important

A Well Painted Porch Floor Makes the Correct Impression

#### S-W Porch and Deck Paint

- Quicker, harder drying
- Long wearing
- Correct colors

Good paint keeps the porch floor cleanerkeeps dirt from tracking into the house—keeps the children's clothes cleaner—avoids costly repair bills. S-W Porch and Deck Paint offers conveniences of quicker, harder drying, a finer enamel-like finish and genuine economy. Easy to apply—one quart covers a porch  $8 \times 20$  feet, one coat.

Quart								9	1.10
½ Gallon									.\$1.98
Gallon .	_	_	_	_		_	_		_ 3.49

# Finest-Quality

## BLACK SCREEN ENAMEL

Special

Regular 65¢ Value

QUART 47C

(With Coupon see Page 23)

Rusted screens with broken wire won't keep out flies. How much easier and more economical to prevent rusting by the timely use of S-W Black Screen Enamel at the beginning of the Spring season. Thus protected, screens last indefinitely. Copper screens need painting to prevent rain washing copper stain onto the house. S-W Screen Enamel is easy to apply—does not clog the mesh. Superior, long lasting quality.

A double saving at this special price.







Quart . . . \$1.39
½ Gallon . . . . \$2.59
Gallon . . . . 4.89

½ Pint .... 50¢ Pint .80° Quart .\$1.40

For woodwork or furniture

## 101 Uses for this Money-Saver

#### THE REAL

## UTILITY PAINT



#### FOR EXTERIOR WOOD OR **METAL SURFACES**

- Ready to use
- Durable
- Excellent coverage
- Economical

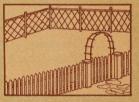


In the process of manufacturing S-W Paints on a large scale, there is always some salvage paint due to left-overs, returned cans damaged in shipment, etc. Such material—of high quality, is used in mixing S-W Roof and Bridge Paint, a splendid utility paint. In other words, a low priced, quality

Red, Bronze Green, Brown, Black . . . in 5 gal. pail . . . per gal. \$1.47 Gray Slate . . . Slightly higher







### Highest Quality Exterior Spar Varnish



### SW REXPAR

- Weather proof
- Waterproof
- Alcohol resistant Acid-resistant

Wherever sun, rain or weather strike a varnished surface-make that varnish REXPAR! Use it on window sills and sash, porch ceilings and doors, boats, porch furniture, toys, table tops, sink boards, etc. We know of no spar varnish which can equal Rexpar—even at double the price!

Pint .								Ŀ		
FILL.		-		•				~		
Quart									\$1.77	
1/2 Gall	OI	1							3.37	



## printed. Full color illustrations orative suggestions ever The finest book on home decpaint. Every household should plete information on how to colorful. Also contains comroom in the house modern and show you how to make any your free copy at our store have this practical book. Get